

jonny elliott.

CONSULTING + DIGITAL PRODUCTS

The brand, and how to use it.

The marks, the colours, the type, and what you are allowed to do with them.

Four files, and each one has a job.

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The lockup. Wordmark and strapline together. First contact only: covers, the top of a document, a stand. Needs about 70mm of width to stay readable.

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The wordmark. The workhorse. Site headers, letterheads, an introducer's page, anywhere the strapline would be too small to read.



je.

The icon, and the tile. Square spaces only: an avatar, a favicon, an app tile. The tile has the navy built in, so use that anywhere you do not control the background.

All of them are outlines, not type. There is no font to install and nothing to go wrong on somebody else's machine. Use the SVG wherever it will be scaled, and the PNG only where SVG is not accepted.

Give it room, and do not shrink it past reading.



e jonny elliot.

Clear space. Leave the height of the lowercase e on every side, measured off the wordmark you are placing. Nothing goes inside that: no rule, no photograph edge, no other logo. When in doubt, more.

Minimum sizes

Lockup, print	60 mm wide
Lockup, screen	240 px
Wordmark, print	28 mm wide
Wordmark, screen	120 px
Icon	24 px

Which colour, where

- Navy mark on anything light.
- Cream mark on navy, or on a dark photograph.
- Never teal on its own. Teal is the full stop, not the word.
- On a busy photograph, use the tile rather than fighting it.

If the strapline is not readable, you are using the wrong file. That is the whole test. Below about 60mm the lockup stops working and the wordmark takes over.

Six things that make it somebody else's logo.

The mark is one file with the proportions already in it. Scale it and nothing else.



Do not stretch or squash it



Do not rotate it



Do not recolour it



Do not add a shadow or a glow



Do not set it on the teal



Do not put it on a busy or mid tone ground

One more, which is not visual. Do not place the mark next to your own in a way that suggests a partnership, a merger or an office of the business. If the two marks are side by side and the same size, that is what it says, whatever the caption underneath it says.

Six, and one of them does almost all the work.

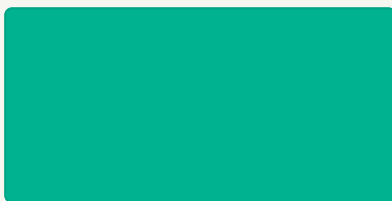
Navy carries the weight, paper carries the reading, and teal appears once per view. Give them equal billing and it stops looking like anything.



Navy

HEX #00071B
RGB 0 7 27
CMYK 100 74 0 89

The ground. Covers, footers, anything that should feel like the business speaking rather than a page of text.



Teal

HEX #00B28F
RGB 0 178 143
CMYK 100 0 20 30

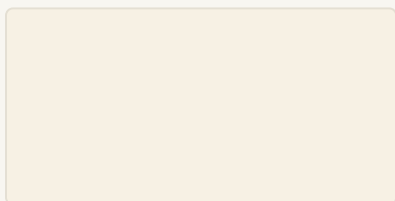
The accent, and the full stop in the wordmark. One thing per view, never a block of it behind text.



Deep teal

HEX #06705C
RGB 6 112 92
CMYK 95 0 18 56

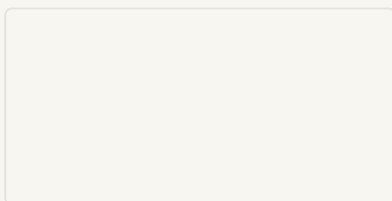
Teal that is legible on a light ground. Use this for teal type, never the bright one.



Cream

HEX #F7F1E4
RGB 247 241 228
CMYK 0 2 8 3

Type and marks on navy. Not a page background.



Paper

HEX #F8F6F1
RGB 248 246 241
CMYK 0 1 3 3

The page. Warmer than white on purpose, and easier to read for long.



Ink

HEX #171512
RGB 23 21 18
CMYK 0 9 22 91

Body text on paper. Not pure black, which looks like a print error next to the navy.

The CMYK builds are a starting point, not a specification. They are converted from the RGB and they will shift on uncoated stock. If it is going on a press in any quantity, work from a proof.

Two faces, both free, both from Google Fonts.

Newsreader

Headlines, pull quotes, and anything meant to be read slowly.

Regular 400 and Medium 500 only. Italic for a quote or an outcome line. Never for body text, never below about 11pt, and never in capitals.

Karla

Body copy, labels, tables, buttons, and every number.

Regular 400 for reading. Bold 700 for a lead in. ExtraBold 800 for a price, a label or a button. Small capitals are set with letter spacing of about .16em, never by typing capitals into running text.

If neither is available

- Newsreader falls back to Georgia, then any serif.
- Karla falls back to the system sans. On Windows that is Segoe UI.
- Never substitute a display face for either one.

Setting it

- Body around 10 to 11pt, line height 1.55.
- Measure of about 65 characters. Longer and people lose the line.
- Numbers set as tabular figures wherever they sit in a column.

Both are under the SIL Open Font License. You can use them in anything, including commercially, and you can embed them in a document or a website. You cannot sell the font files on their own.

What you may do with all of this.

Written plainly, because a permission nobody reads is a permission nobody follows.

The marks, the wordmark, the strapline and everything in this document are the property of Jonathan Elliott, trading as Jonny Elliott. They are not in the public domain and they are not yours.

If you are an introducer on the scheme, you may

- Put the wordmark or the icon on your own site, on a page that says you introduce people to the business.
- Use the marks in an email, a message, a deck or a printed leaflet you send to somebody you are introducing.
- Use the brochure, the one page summary and the slide deck as they are, unchanged.
- Say that you are an introducer for Jonny Elliott. That is accurate, and it is the right word.

You may not

- Change the marks in any way, including redrawing, recolouring or retyping them.
- Edit the wording of the brochure, the one pager or the deck and send it out as though it came from the business. If you want something different, ask and I will make it.
- Use the marks in paid advertising, or bid on the name in search.
- Register the name, the marks or anything close to them, as a company name, a domain, a social handle or a trade mark.
- Describe yourself as a partner, reseller, agent, franchisee or office of the business, or as working for it.
- Use the marks after your introducer account has been closed or paused.

Permission lasts as long as your account is open and can be withdrawn in writing at any time, in which case take the marks down within fourteen days. Nothing here transfers ownership of anything, and nothing here makes you an agent of the business or lets you bind it to anything.

Ask rather than guess. Email jonny@jonnyelliott.com with what you want to do and a picture of it. The answer is nearly always yes, and it comes back the same day.

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The files.

Everything in this document, in the formats you will need, is in the brand pack. It is on your page in the portal at **portal.jonnyelliott.com**, alongside the brochure, the one page summary and the slide deck.

SVG for anything that will be scaled. PNG at four widths for anything that will not take an SVG. Navy and cream of each, and the icon as a tile with the background already on it.